SLIMSHEET – FOR THE WEEK OF MAY 29, 1995

Details Virginia Slims work in progress.

PROJECT	CURRENT STATUS	NEXT STEPS	CLOSE DATE	CREATIVE/PRODUCTION
PRINT/OUTDOOR				
July OOH	• Formats approved 4/28.			
– Susan - "Poolside"	• Proof approved 5/16.	• Final Proof to PM w/o 5/22.	Film due: 5/15	Tom/Donna/John/Bob
– "Poolside - Double"	• Proof approved 5/18.	• Final Proof to PM w/o 5/22.		Tom/Donna/John/Bob
August Print				
– V-Wear	• V-Wear page & spread approved.	• See below.	Film due: 5/29 (ext. TBD)	Tom/Donna/Bonnie/Wendy
September - January Print			Rotation: TBD	
– "Backgammon Baby"	• Page Proof to PM 5/16. • Spread approved.	• Tip-In to PM 5/30. • Develop A&K for spread.	Film due: 6/5	John/Donna/Bonnie/Bob
– "Wild Cat" - Rosie	• Tip-in approved 5/16. • Resizes complete.	• Ship Film	Film due: 6/5	John/Donna/John/Bob
– "Sounds Right"	• Spread approved 5/16.	• A&K to PM 5/30.	Film due: 7/25	Tom/Donna/John/Bob
– "Night Owl" - Lana	• Page version approved 4/27. • A&K approved 5/17.	• Proof to w/o 6/12.	Film due: TBD	John/Donna/John/Bob
– "Meow" - Susan	• Page version approved 4/27.	• Retouching.	Film due: TBD	John/Donna/John/Bob
– "Modern Architect"	• Revisions to PM.	• LBCo. to develop new lines.		John/Donna/John/Bob
– B.O.D.	• Comps presented 5/22.	• See below.	Film due: 7/5	John/Donna/John/Bob
– Holiday	• Concepts in development.	• Present to PM early June.	Shoot - late June	Thomas/John/Bob
October - November OOH		• Format Reco. to PM 6/5.		
– Susan - "Nightlight"	• Approved by PM.	• Retouching.	30-Sheet A&K due: 6/5 All A&K due: June 30	Tom/Donna/John/Bob
– Lana - "Jungle"	• Approved by PM.	• Retouching.	30-Sheet A&K due: 6/5 A&K due: June 30	Tom/Donna/John/Bob
1996 Q1/Q2 Print	• Concepts in development.(4-5)	• Present to PM early June.	Shoot late June	Thomas/John/Bob
1996 OOH	• Concepts in development.(2-3)	• Present to PM early June.	Shoot late June	Thomas/John/Bob
– Rosie - "Pillow Talk"	• Rosie on hold for '96.			
P.O.S./PROMOTION				
1995 Fall V-Wear				
– Catalog	• Proof seen 5/15.	• Madden Producing.		Tom/Donna/Bonnie/Wendy
– Retail POS	• A&K to Madden 5/5.	• Madden Producing.		Tom/Donna/Bonnie/Wendy
– Catalog Card	• A&K to Madden 5/4.	• Madden Producing.		
– FSI	• Tip-In approved.	• Film Shipped 5/24.	Film due: 5/24	Tom/Donna/Bonnie/Wendy
– Print	• Spread Proof to PM 5/17. • Tip-In approved 5/25. • Page resize keylines at PM.	• Final Tip-In on 5/30. • Release film.	Film due: 5/31 (ext.)	Tom/Donna/Bonnie/Wendy
– Bus Shelter/Hawaiian Mall Kiosk	• Proof to PM 5/22.	• Proof at PM 5/25.	Print Film due: 5/15 (extension TBD)	Tom/Donna/Bonnie/Wendy

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P.O.S. - PROMO. (Cont'd)				
Book of Days				
– Book	• Book A&K approved 5/23.	• Assembled DDCP Book due to PM for approval 5/31.	Bk. A&K due: 5/22-6/1 Files due to Printer: 6/7	John/Lenora/Peter/Connie/Giuseppe
– Retail Promotion	• 2-Pack Packaging A&K approved 5/15.	• Awaiting Copy approval from PM. • Carton Insert/Sticker A&K due 6/15.	Line Art due: 5/30 POS A&K due: 7/6	John/Lenora/Peter/Connie/Giuseppe
– Carton POS	• Comps presented 5/22. • Glamour Visual approved 5/22.	• Awaiting Copy approval from PM. • Revised Visual and Tip-In due 5/31. • A&K due to PM 6/6.	Film due: w/o 7/3	John/Lenora/Peter/Connie/Giuseppe
– Magazine	• Comps presented 5/22. • Professional Visual approved per requested revisions. • Both Spread & Page formats approved 5/22.	• Awaiting Copy approval from PM. • Revised Visual and Tip-In due 5/31. • A&K due to PM 6/6.	Film due: w/o 7/3	John/Lenora/Peter/Connie/Giuseppe
– FSI	• Comps presented 5/22. • Professional Visual approved per requested revisions. • Single Page format approved.	• Awaiting Copy approval from PM. • A&K due to PM 6/6.	Film due: w/o 7/3	John/Lenora/Peter/Connie/Giuseppe
– Opinion Poll	• Opinion Poll cover comp apprv. 5/1.	• A&K due to PM w/o 5/29. • PM forwarding Booklet Copy for Keyline 5/30.		John/Lenora/Peter/Connie/Giuseppe
1996 Spring V-Wear	• Preliminary brief from PM 5/18.	• Discuss timing/program needs with PM. • Develop concept/collection	Present Collection/ Theme: w/o 6/12	
DIRECT				
S.C. "Ask VS" Postcard	• A&K approved 4/25. • Tapes pulled.	• Laser Sign-Offs - 5/30.	Mail Drop: w/o 5/29	Tom/Lenora/Jane/Connie/Giuseppe
V.S. Misty Offens. Follow-Up	• Due to limited new names generated, agreed to wait until all responses are loaded to DB to be cost efficient.	• Pull tapes RAF/FSI responders 6/22.	Mail Drop: w/o 7/3	Alonzo/Lenora/Jane/Connie/Giuseppe
Slims Club #3 - V-Wear	• A&K approved 5/23.	• Proofs due w/o 6/5.	Mail Drop: 7/5-7/19	Tom/Lenora/Peter/Jane/Connie/Giuseppe
Slims Club #4-BOD	• Received PM Creative Brief 5/23.	• Present Comps to PM w/o 6/26.	A&K due: 7/12 Mail Drop: 9/25-10/13	John/Peter/Jane/Connie/Giuseppe
EVENTS				
Legends				
– Retail POS	• Revisions for Fall on hold pending Client comments.	• Meet following RCH	Late May	Lawrence/Donna/John/Wendy/Michelle
– OOH	• PM/LBCo. to determine needs following Spring events	• Meet following RCH.	Late May	Lawrence/Donna/John/Wendy/Michelle
– Print	• PM/LBCo. to discuss direction for revising print for Fall markets.	• Meet following RCH.	Late May	Lawrence/Donna/John/Wendy/Michelle

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MISCELLANEOUS				
Budget				
– 1995 Budget	• April Budget issued 5/8.	• Issue May Budget Update w/o 6/5.	Updates due monthly	Connie/Bob/Wendy
Media				
– Ask "VS" 1/3 Page	• Brand approved program.	• Agency to develop template creative. • Media securing magazine positions.	TBD	Shanna/Keri/John/Bob
– Media One In-Store	• Comps presented 5/22. • Keylines to PM 5/26.	• PM approving Keylines.	A&K due: w/o 5/22	Shanna/Keri/John/Wendy
– Selective Binding		• On hold.		Shanna/Keri/John/Bob
– Remnant Space	• Run Menthol in Q2.	• Review quarterly. • May use to pay for "Ask Virginia".		Keri/John/Bob
– Pkg./Ins. Prod. Process	• Agreed to PM/LBCo./Studio meeting to clarify process.	• Set date/place for meeting.	Targeting Mid-May	Karen/John/Bob
Project Twizzler	• Brand/Agency met to discuss objective 5/18.	• Agency/Brand to meet 5/31 at LBCo. NY		

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